



Strategic Plan 2022-2025



▶ **Mission**

To improve members' lives through education, advocacy, networking, and science.

▶ **Values**

- Nephrology nurses have an opportunity and responsibility to enhance the quality of care delivered to people with kidney disease.
- As an organization, we have the responsibility to provide sound educational programs necessary to develop, maintain, and augment competence in practice. As individual practitioners, we have the responsibility to continue to deepen our knowledge, sharpen our skills, and develop our competencies.
- ANNA must support research to develop evidence-based practice as well as to advance nursing science. As individual members, we must support, participate in, and apply evidence-based research that advances our own skills as well as nursing science.
- ANNA must support and engage in collaboration that results in higher quality patient care and more cost-effective healthcare delivery.
- ANNA benefits as an organization and as individuals when we embrace and nurture diversity in all its dimensions.
- Nurses must be respected in the workplace, and ways of demonstrating this respect are to support them in their professional growth and employ them at their highest level of education and training.
- ANNA must provide nurses with leadership opportunities, and nurses need to seize opportunities to develop and polish their leadership skills.
- ANNA benefits intellectually and spiritually when we socialize together.

▶ **Focus Areas**

- Infrastructure
- Our People
- Brand

#1 – Focus Area: Infrastructure



Goal Statement

Over the next 36 months, ANNA will reinvest in the infrastructure of the organization by improving its technology, systems, and processes while also evaluating and investing in our people - including staff, leadership, and additional stakeholders.

Supporting Statement

To fully serve our members and to prepare for an ever-changing landscape within our specialty, ANNA will focus on reinvesting in and redesigning our foundation to be more innovative, inclusive, and accessible.

Strategies

- Evaluate the current state of operations including processes, staffing, and systems through an organizational assessment.
- Assess our current offerings and efforts to ensure relevance to our audience.
- Assess our current governance model, including the volunteer leadership and membership models, to ensure it meets the needs of the current landscape.
- Create a new organizational infrastructure and system to support a potentially different model for ANNA.

#2 – Focus Area: Our People



Goal Statement

Improve the experience for all stakeholders through a better understanding of our membership, enhancing the diversity within the association and adopting a holistic approach to individual and professional development.

Supporting Statement

Our stakeholders are the future of the association, and we are dedicated to supporting our network by providing access to educational resources, engagement opportunities, and ongoing professional support.

Strategies

- Map the current member experience (new, existing, and future) to identify opportunities for innovation and improvement.
- Expand our membership by first understanding our key demographics and then addressing our needs across multiple areas based on that understanding.
- Audit our membership data to create no less than five member personas, which will drive our communication, engagement, and recruitment efforts.
- Develop annual retention and recruitment campaigns / template reflective of today's post-pandemic landscape.
- Establish a grassroots marketing campaign to create a bottom up, groundswell approach to raising awareness of our community.

#3 – Focus Area: Brand



Goal Statement

ANNA will increase its visibility within the industry and among the public by enhancing its brand, brand experience, and brand assets. To accomplish this goal, we will deliver a new experience to our stakeholders through a modern experience, increased accessibility, focused educational offerings, and industry-wide representation.

Supporting Statement

The ANNA brand must continue to be the recognized brand within our specialty. It should be relevant, identifiable, contemporary, and seen as a valuable resource in the profession.

Strategies

- Conduct a brand and content audit inclusive of visual assets, communication plan, and member-focused content to serve as the foundation for a gap analysis for a new approach to communicating to our stakeholders.
- Redesign ANNA's public-facing brand assets and experience to ensure they are relevant, clear, and accessible.
- Assemble a communication strategy aimed at increasing the awareness around nephrology and kidney disease within the nursing community and to the public.